

Table 10. Total Broadcasting Services (SIC 483) — Estimated Operating Revenue and Expenses for Taxable Firms: 1991 Through 1995

Item	Millions of dollars					Percent change			
	1995	1994	1993	1992	1991	1995/1994	1994/1993	1993/1992	1992/1991
Operating Revenue									
Total	33,920	31,064	28,281	27,859	26,845	9.2	9.8	1.5	3.8
Station time sales	23,590	21,352	19,227	18,580	18,022	10.5	11.1	3.5	3.1
Network compensation	566	455	444	459	510	24.4	2.5	-3.3	-10.0
National/regional advertising	8,713	7,794	6,922	6,733	6,666	11.8	12.6	2.8	1.0
Local advertising	14,311	13,103	11,861	11,388	10,846	9.2	10.5	4.2	5.0
Network time sales	9,118	8,702	8,053	8,221	7,645	4.8	8.1	-2.0	7.5
Other operating revenue	1,212	1,010	1,001	1,058	1,178	20.0	0.9	-5.4	-10.2
Operating Expenses									
Total	26,698	25,038	23,448	24,135	23,944	6.6	6.8	-2.8	0.8
Annual payroll	7,861	7,178	6,641	6,595	6,288	9.5	8.1	0.7	4.9
Employer contributions to Social Security and other supplemental benefits	1,288	1,197	1,118	1,090	1,001	7.6	7.1	2.6	8.9
Broadcast rights	7,770	7,396	7,172	7,737	7,922	5.1	3.1	-7.3	-2.3
Music license fees	409	347	339	370	361	17.9	2.4	-8.4	2.5
Depreciation	1,316	1,192	1,187	1,264	1,286	10.4	0.4	-6.1	-1.7
Lease and rental	514	487	469	452	462	5.5	3.8	3.8	-2.2
Purchased repairs	279	257	233	226	228	8.6	10.3	3.1	-0.9
Insurance	172	168	156	158	147	2.4	7.7	-1.3	7.5
Telephone and other purchased communication services	272	251	234	236	231	8.4	7.3	-0.8	2.2
Purchased utilities	282	269	253	256	252	4.8	6.3	-1.2	1.6
Purchased advertising	1,071	942	808	797	842	13.7	16.6	1.4	-5.3
Taxes	231	200	184	187	172	15.5	8.7	-1.6	8.7
Other operating expenses ¹	5,233	5,154	4,654	4,767	4,752	1.5	10.7	-2.4	0.3

¹Includes network compensation fees.

Note: Estimates are obtained from a sample of taxable employer firms only. Estimates for tax-exempt firms and organizations are shown in table 15. Estimates are not adjusted for price changes. Detail may not add to total due to rounding. Appendix A, table A-8 provides estimated measures of sampling variability (coefficients of variation).